

**THE IMPACT OF WORD OF MOUTH ON CONSUMER
PURCHASE INTENTION FOR SMARTPHONE**

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Requirement for the
Bachelor of Business Administration with Honours
(Marketing)**

**FACULTY OF BUSINESS & MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Tuan Farah Azlinda Bt Tuan Ismail, (I/C Number : 960808-56-5126)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____12/01/2020_____

LETTER OF SUBMISSION

JANUARY 2020

Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business & Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 672)

With reference to the above matter, I am student of BBA (HONS) Marketing would like to hand in my project paper entitled “The Impact of Word of Mouth Toward Consumer Purchase Intention for Smartphone” to fulfil the requirement as needed by Faculty of Business & Management, Universiti Teknologi Mara.

Thank you,

Yours Sincerely.



(Tuan Farah Azlinda Bt Tuan Ismail)

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Bachelor of Business Administration (HONS) Marketing.

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ABSTRACT

The purpose of this study is to determine the impact of WOM towards purchase intention for smartphone among youth generations. The research is based on a sample of 135 respondents. The result show that source attractiveness variables have significant influence on purchase intention for smartphone among youth generations. It involves the process of conducting the research such as in determining the sample, the reliability and validity of questionnaire and including the research design, sampling technique, data collection method also involving primary data, secondary source and data analysis technique. Word of mouth or known as WOM is defined as a new marketing tool in the hands of marketers emerging in the digital age that can be effectively leveraged to achieve the desired consumer groups and influence consumer attitudes effectively and it could generate a large amount of revenue. The main objective of this study is to determine whether the factors (ie: source credibility, source expertise, source attractiveness and social tie strength) have impact on consumer purchase intention for smartphone. The strongest relationship can be identified is between source attractiveness and purchase intention among youth generations.

Key words: Purchase Intention for smartphone, Source Credibility, Source Attractiveness, Source Expertise, Social Tie Strength.